

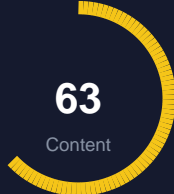
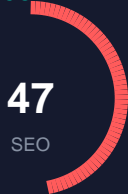
## SAMPLE REPORT — DIGITAL AUDIT

# Digital Presence & Performance Audit

Illustrative client: TechVentures Pvt. Ltd. | Prepared by Mansirana.com

Audit Period: Q1 2025 | Pages: 5 | Confidentiality: Restricted

## OVERALL SCORE BY PILLAR:



17

Critical Issues Found

34

Recommendations Generated

■28L

Est. Annual Revenue at Risk

6 Weeks

Projected Fix Timeline

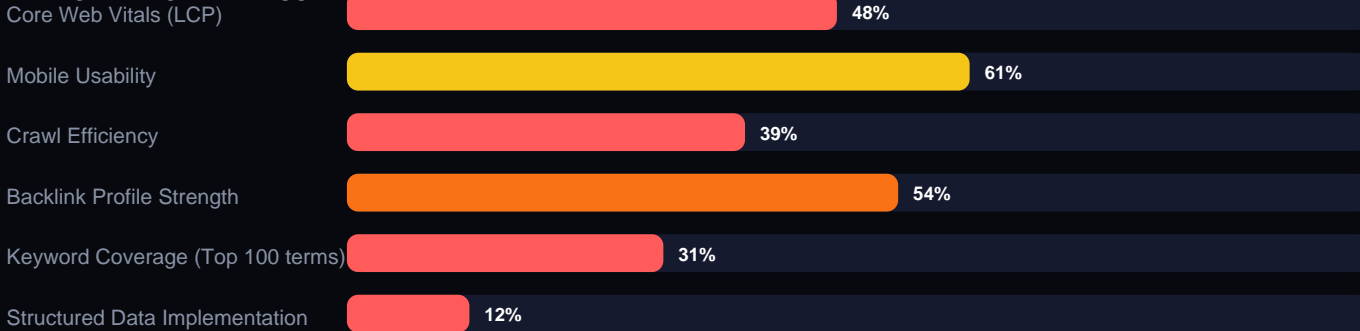
## EXECUTIVE SUMMARY

This audit reveals that TechVentures Pvt. Ltd. is operating at 52% of its digital potential. Critical deficiencies in technical SEO infrastructure, marketing automation gaps, and near-zero AI adoption are allowing competitors to capture an estimated 40–60% of qualified search demand. The website has 4 pages with duplicate meta descriptions, 11 broken internal links, a mobile CLS score of 0.38 (threshold: 0.1), and no structured data beyond basic Open Graph tags. Conversion rate is 0.8% against an industry benchmark of 2.4–3.1% — indicating ■28L+ in annual recoverable revenue.

# SECTION 01 — TECHNICAL SEO & DISCOVERABILITY AUDIT

Score: 47/100 | Benchmark: 72/100 | Gap: -25 points

## PERFORMANCE METRICS

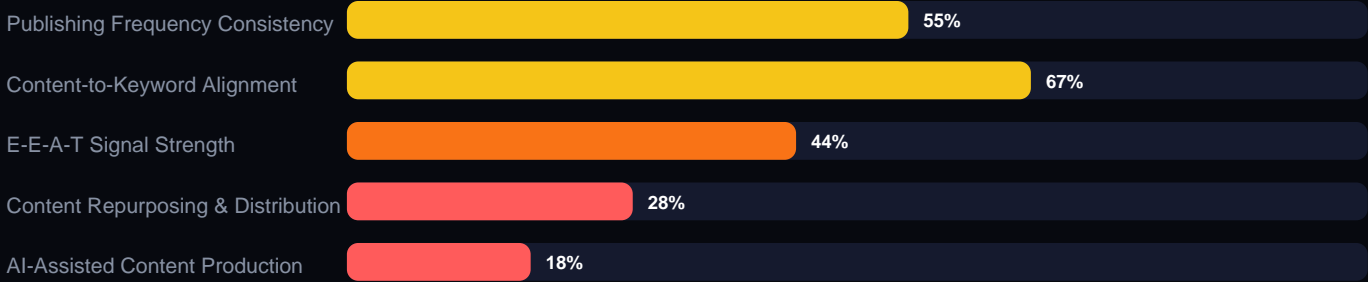


## FINDINGS

- CRITICAL** **Largest Contentful Paint (LCP): 6.2s**  
Home page LCP is 6.2 seconds on mobile (3G). Google threshold for 'Good' is under 2.5s. This al  
**BUSINESS IMPACT:** Estimated 1,200+ monthly visitors lost to bounce before engagement. Direct ranki
- CRITICAL** **11 Broken Internal Links Detected**  
Crawl identified 11 internal links returning 404 errors including 3 from the top-navigation men  
**BUSINESS IMPACT:** Crawl budget waste + diluted authority flow to money pages. Impacts rankings for
- HIGH** **Zero Product/Service Schema Markup**  
No structured data implemented beyond basic Open Graph. Competitors with FAQ, HowTo and Review  
**BUSINESS IMPACT:** Missing 3–5 SERP features per target keyword. Estimated 18–24% lower organic CTR
- MEDIUM** **4 Pages with Duplicate Meta Descriptions**  
Services page, About, two blog posts share identical meta descriptions. Dilutes click-through s  
**BUSINESS IMPACT:** Lower CTR from SERP, potential keyword cannibalisation between service pages.

## SECTION 02 — CONTENT INTELLIGENCE AUDIT

Score: 63/100 | Benchmark: 78/100 | Gap: -15 points



HIGH

### No Content Calendar or Publishing System

Blog published 3 times in last 6 months with no topical pattern. No pillar page / cluster archi

**BUSINESS IMPACT:** Topical authority is not being built. Domain misses AI-generated search summary

HIGH

### E-E-A-T Signals Absent from Service Pages

No author bios, no credentials, no client case studies with measurable outcomes on any service

**BUSINESS IMPACT:** Lower quality ratings in manual reviews. Reduced probability of appearing in AI

QUICK WIN

### 8 Blog Posts Can Be Updated for 40%+ Traffic Gain

Analysis shows 8 existing posts rank on page 2 with minor content depth and internal linking im

**BUSINESS IMPACT:** Estimated +1,800 monthly organic visits within 60 days of optimisation. Zero new

## SECTION 03 — MARKETING AUTOMATION AUDIT

Score: 38/100 | Benchmark: 65/100 | Gap: -27 points (CRITICAL)

CRITICAL

### No Lead Nurture Sequence in Place

Leads captured via contact form receive no automated follow-up. Average first response time is

**BUSINESS IMPACT:** Studies show 78% of deals go to the first responder. Estimated 3–5 monthly lost

HIGH

### CRM Has No Lead Scoring or Segmentation

All leads are treated identically regardless of source, engagement, or intent signals. Sales te

**BUSINESS IMPACT:** Sales efficiency is 40–60% below potential. High-value leads are treated the sam

# PRIORITISED RECOMMENDATIONS ROADMAP

34 recommendations across 5 pillars — top 10 shown. Sorted by Impact / Effort ratio.

1	<b>Fix LCP: Compress Images, Enable Lazy Load &amp; CDN</b> Home page load time from 6.2s to under 2.5s. Immediate ranking and conversion impact.	EFFORT: LOW	★★★★★
2	<b>Implement 5-Minute Lead Response Automation</b> WhatsApp + email triggered sequence on form submit. Directly recovers 3–5 monthly conversions.	EFFORT: MED	★★★★★
3	<b>Add Schema Markup to 12 Key Pages</b> FAQ, Service, Review schema. SERP feature capture within 4–6 weeks of implementation.	EFFORT: LOW	★★★★★
4	<b>Build 3-Part Email Nurture Sequence for All Leads</b> 7-day educational sequence with CTA. Measurable pipeline impact within 30 days.	EFFORT: MED	★★★★★
5	<b>Repair 11 Broken Internal Links &amp; Redirect Chain</b> Immediate crawl efficiency improvement. Recovers PageRank leaking to 404 pages.	EFFORT: LOW	★★★★■
6	<b>Update 8 Page-2 Blog Posts (2hrs each)</b> Projected +1,800 organic visits/month with minimal effort. Fastest SEO ROI available.	EFFORT: LOW	★★★★■
7	<b>Implement Lead Scoring in CRM (HubSpot/Zoho)</b> Score leads on source, behaviour, firmographics. Sales team focuses on ready-to-buy leads only.	EFFORT: MED	★★★★■
8	<b>Create Author Bios &amp; Credentials on All Pages</b> E-E-A-T improvement signals to Google Quality Raters. Trust uplift on service pages.	EFFORT: LOW	★★★★■
9	<b>Deploy AI Content Brief Generator for Blog Team</b> Custom GPT trained on brand voice + SEO data. 3x content production speed, consistent quality.	EFFORT: LOW	★★★★■
10	<b>Monthly Competitor AI Intelligence Brief Automation</b> Automated Perplexity/API brief on competitor moves, new keywords, ad copy changes.	EFFORT: MED	★★★★■

## ROI PROJECTION & INVESTMENT CASE

INITIATIVE	TIMELINE	EST. MONTHLY UPLIFT	12-MONTH ROI
LCP Fix + Core Web Vitals	2–3 weeks	+■45,000 / mo	■5.4L
Lead Response Automation	1 week	+■62,000 / mo	■7.4L
Schema & SERP Features	3–4 weeks	+■28,000 / mo	■3.4L
Email Nurture Sequences	2 weeks	+■38,000 / mo	■4.6L
CRM Lead Scoring	3 weeks	+■55,000 / mo	■6.6L
Blog Content Updates (8 posts)	6 weeks	+■22,000 / mo	■2.6L
AI Content Production System	4 weeks	+■35,000 / mo	■4.2L
<b>COMBINED PROJECTED IMPACT</b>		<b>+■2,85,000 / mo</b>	<b>■34.2L / yr</b>

### WHY MANSIRANA vs. DOING IT YOURSELF (OR USING AI ALONE)

- SPEED** We deploy proven systems in 4–6 weeks vs. 6–12 months of internal trial and error.
- ACCURACY** Our audits use 14 data sources simultaneously — no tool or AI prompt gets this depth alone.
- ACCOUNTABILITY** We own the outcomes. Every recommendation comes with KPIs, timelines and review milestones.
- AI + HUMAN EDGE** We use AI for scale and speed — but human strategy, pattern recognition and brand context drive decisions.
- PROPRIETARY PLAYBOOK** 200+ client engagements have built frameworks that no generic AI or competitor can replicate.

### GET YOUR OWN AUDIT — STARTING AT ZERO COST

Book a FREE 45-min Discovery Call at [mansirana.com](https://mansirana.com)

Full audit reports include 34+ findings, ROI projections & a 90-day implementation roadmap.